Data and Privacy File Guides

Apple Media Services: Redemption Click Activity

June 2022

File name

Redemption Click Activity.csv

File description

This file contains information related to the user's gift card redemptions.

Why Apple keeps this information

Apple retains this information in order to facilitate gift card redemption, to improve its products and services, and to preserve the integrity of user transactions.

Field Name	Details
Action Context	The page from which the user action was taken
Action Details	Additional information about the user action, specifically as it pertains to the use of various buttons on pages
Action Type	The type of user action taken
Amount Selected	Additional information about the user action of amount selected, specifically as it pertains to the amount of money that a user has asked to redeem
App Name	The App from which the user action was taken
App Version	The version of the App from which the user action was taken
Apple ID Number	Apple account identification number
Click Target	Identifier for the target of the user's action (typically an Apple content identifier)
Click Target Type	The type of item clicked by the user (e.g., button, card, etc.)
Client ID	Identifier for the device from which the user action was taken (this identifier rotates every 6 months)
Dialog ID	Identifier for the dialog
Dialog Message	The non-localized dialog text shown to the user, if available
Dialog Name	The name of the dialog type shown to the user (e.g., ("Terms", "Start Shopping", " Done", "See How Your Data is Managed", "Shop Apple Retail")
Dialog Code	Identifier for dialogs presented to the user in the application

Field Name	Details
Dialog Options	List of non-localized controls (e.g., buttons) from which the user can choose
Dialog Result	The result of the user action taken in response to the dialog
Dialog Title	The title of the dialog shown to the user
Dialog Type	The type of dialog shown to the user (e.g., SignIn)
Event Date Time	The date and time on which the activity occurred
Event Post Date Time	The time (UTC) in milliseconds at which the user action was completed
Event Type	The type of event initiated by the user
Event Version	The schema version for the action taken by the user
Hardware Model	The device model from which the user action was taken
Host App	The name of the App that hosted the Action Context
Host App Version	The version of the App that hosted the Action Context
IP Bandwidth	Estimated bandwidth of device network connection from which the user action was taken
IP City	The city from which the action occurred, as determined by the user's IP address
IP Company	The company from which the IP address was issued
IP Continent	The continent from which the action occurred, as determined by the user's IP address
IP Country Code	The country code from which the action occurred, as determined by the user's IP address
IP Latitude	The latitude, approximated to city level or equivalent, from which the event occurred, as determined from the user's IP address
IP Longitude	The longitude from which the event occurred, as determined from the user's IP address
IP Region Code	The region from which the action occurred, as determined by the user's IP address
IP Time Zone	The timezone from which the action was taken, as determined by IP address
Is Signed In	User has been authenticated
Language	The language in which the application text is displayed
Masked IP Address	Masked network address of the device
Network Connection	Connection of iOS and Android devices

Field Name	Details
Operating System	The operating system with which the user action was taken
Operating System Version	The version of the operating system with which the user action was taken
Page	The page from which the user action was taken
Page Details	Additional information related to the page from which the user action was taken
Page Details - App Name	The name of the 1st party or 3rd party service
Page Details - Auto Reload Setting	Additional information related to the page from which the user action was taken to represent the status of auto reload (e.g., setup, turnoff)
Page Details - Auto Reload Status	Indicates current status of auto reload (e.g., 'lowBal', 'scheduled' or 'off')
Page Details - Application State	Whether the App is paid or free
Page Details - Bank Transfer	Additional information related to the page from which the user action was taken for bank transfers
Page Details - Content Name	The content offered within the 1st party or 3rd party service
Page Details - Country Code	Country Code of where Redemption action was taken
Page Details - Denomination	Additional information related to the page from which the user action was taken to choose gift card amount (e.g., 10000, 25000, Other)
Page Details - External Referral URL	Additional information related to the page like the Internet address of the content with which the user interacted
Page Details - Installation State	Whether the App required for the subscription is installed
Page Details - Is Apple Pay Enabled	Additional information related to Apple Pay Settings
Page Details - Limit Messaging	Additional information related to the page from which the user action was taken
Page Details - Localized Language	Localized Language
Page Details - Non-Topup Only Type	Additional information related to the page from which the user action was taken on top up page (e.g., True when there is non-topup only payment method in stack, False if otherwise)
Page Details - Promotion Scenario ID	Identifier of the promotional offer, if the user used one
Page Details - Redemption Credit Amount	Additional information related to the page specifying the credit amount that was redeemed

Field Name	Details
Page Details - Redemption Code	Additional information related to the page with the redemption code details (e.g., Prefilled (code field is pre-filled with an offer code provided, but may be overridden), NoValue (no value is available on the landing page), Hidden (offer with no code field))
Page Details - Requirements Massage	Additional information related to the page (i.e., the non-localized dialog text shown to the user, if available)
Page Details - Subscribers State	Whether the user has a new or existing subscription
Page Details - Subscription ID	Identifier of the subscription being redeemed
Page History	The last five pages viewed by the user
Page ID	Identifier for the page on which the user action was taken
Page Type	The type of page on which the user action was taken
Page URL	Internet address of the content with which the user interacted
Promotion ID	Identifier of the promotion for the Add Funds bonus program
Redeem Type	The type of redemption action (e.g., autoRedeem, manual, camera)
Screen Height Pixel	Device screen height, in pixels
Screen Width Pixel	Device screen width, in pixels
Store Front Name	The country from which the action occurred
Tab	The tab or page within an application from which the action occurred
Timezone Offset Min	The difference between GMT (UTC) and the timezone from which the user action was taken, in minutes
UI Experiment Data	Whether the user's device is part of an experimental analytics pool
User Agent	Information about the user's device, including the operating system and browser, from which an action was completed